







Coat, suit, and accessories from our cover.

OLD NEW SHAPES. . . STRONG, IMPORTANT DETAILS. . . EXCITING AND TOTALLY TODAY!



A. An effortless flow of black and white. Dress of M. An ettortiess flow of black and white. Dress of woven rayon crepe is accented with a back V-neckline. Deep dolman sleeves with padded shoulders. Elasticized waist is wrapped with a striped sash belt. Full skirt has side-seam pockets. In black with white dots. Dry clean only. Del. wt. 0.50 lb. On a hanger.

Misses Sizes (fit 5 ft 3½ in to 5 ft 7½ in): 6 8

Misses Sizes (fit 5 ft. 3½ in. to 5 ft. 7½ in.): 6, 8, 10, 12, 14, 16. State size. RJ 213-5648 B

Tall Misses Sizes (fit 5 ft. 8 in. to 6 ft.): 8, 10, 12, 14, 16, 18. State size. RF 213-5937 B ...

B. Oversized peplum top, streamlined bottom—a look that's taken hold of fashion. Dress of woven polyester challis. Cowl neckline drapes softly at front yoke. Deep dolman sleeves with padded V-yoke. Deep dolman sleeves with padded shoulders. Button-and-loop closure at back keyhole. Shoulders. Button-and-loop closure at back keyhole. Elasticized waist with peplum. Black snakeskinslaterized waist Wash, tumble dry. Del. Wt. U.70 lb. Un a nanger.
Misses Sizes (fit 5 ft. 3½ in. to 5 ft. 7½ in.): 6, 8,
10, 12, 14, 16. State size.

FJ. 213-5630 B

Tall Misses Sizes (fit 5 ft. 8 in. to 6 ft.): 8, 10, 12, 14, 16. RF 213-5929 B.....



C. Gray flannel with a new flair. Dress of woven polyester-and-nylon with suede-look trim of triacetate-and-nylon. Softly gathered from stand-up collar. Fitted bodice has asymmetrical seam to shoulder buttons. Dolman sleeves with padded shoulder buttons. Domain sleeves with padded shoulder shoulder shoulder should be shou On a hanger.

Misses Sizes (fit 5 ft. 3½ in. to 5 ft. 7½ in.): 6, 8, 10, 12, 14, 16. State size.

D. Play your strong suit with a single black lapel. Of woven polyester crepe, fully lined in polyester. Jacket has padded shoulders. Round neckline snaps under lapel. Button front, princess

Tall Misses Sizes (fit 5 ft. 8 in. to 6 ft.): 8, 10, 12, 14, 16, 18. State size. RF 213-5911 B

Jewelry sold on pages 4, 8, 158. Shoes sold on pages 8, 243.





Leather tote bag with full rayon lining. Double handles. Top zipper. Inside zipper pocket. 19x12x7 in. high. Del. wt. 17x12x7 in. high. Colors: 03 red; 82 black. State color number-andname. R 103-5328 C52.00

snakeskin-textured leather. Composition rubber sole. Covered 134-in. heel. Imported from Brazil. Del. Wt. 1.40 lb. State size: M/B-madium) 5. Der. Wt. 1.40 lb. State size: M/B-medium) 5, 5½, 6, 6½, 7, 7½, 8, 8½, 9, 10. 626-0509 B—Gray R 626-0491 B—Black R 626-0491 B—Red ... 28.00

tone metal colled buckle. In black. Del. wt. 0.50 lb. Sizes: S(fits Waists 24-26 in.), M(27-30), L(31-33). State S, R 101-7128 B...... 16.00

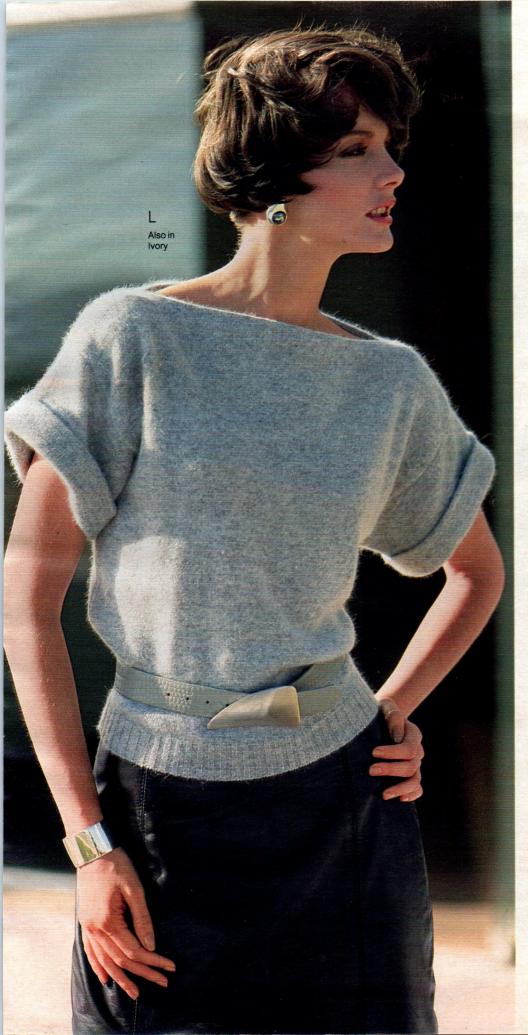
D. Abstract expression. 11/s-in. wide belt of snakeskin-textured leather. snakeskin-textured leather.
Abstract design buckle
Of silver-tone metal. In gray.
Del. wt. 0.40 lb.
Sizes: S(fits waists 24-26 in.),
M(27-29), L(30-32). State S, R 101-7110 B......24.00

F. Modern Sculpture. Beanshaped earrings of silver-tone metal with black stone. Surgical steel posts. Barrel

G. Metal drama. Cuff bracelet of silver-tone metal. 1¼-in. wide. Del. wt. 0.70 lb. R 113-2380 A8.00

hand. Silver-tone metal nailhead trim and case. Imported from Hong Kong. Warranted by manufacturer—see page 824. Del. wt. 0.70 lb.29.95 R 642-4576 A....

I. Soft touch. Gloves of wool-angora-and-nylon knit. 12-in. long. Del. wt. 0.75 lb. 12-in. long. Del. wt. 0.75 lb. Sizes: A(6-6½), B(7-7½). State A or B. Colors: 82 black; 78 white; 76 charcoal gray; 03 red. State color number-name. R 105-1317 D....... Pr. 15.00 Soft touch. Gloves of



J. A tweedy knit is loosely layered. Sweater of acrylic knit. Boatneck underbody with roll cuffs. Striped over-tank is attached at shoulders and ribbed bottom. In black/gray with white stripes. From Taiwan. Machine wash, dry flat. Misses Sizes: S(8-10), M(12-14), L(16-18). State S, M, or L. RJ 281-5652 B—Del. wt. 1.10 lbs.35.00

K. Sleek leather with a pared-down shape. Skirt of fullgrain cowhide with nylon taffeta lining. Back zipper-and-button. Topstitched seams. Back slit. In black. Dry clean by leather method. On a hanger.

Junior/Misses Sizes (fit 5 ft. 3½ in. to 5 ft. 7½ in.): 5/6, 7/8, 9/10, 11/12, 13/14, 15/16. State size.

RJ 265-7203 B—Del. wt. 1 lb......59.00

L. Simply luxurious in its lines, in its softness—the boatneck sweater of lambswool-nylon-and-angora knit. Dropped shoulders, roll cuffs. Hand wash, dry flat or dry clean.

Misses Sizes: S(8-10), M(12-14), L(16-18). State S, M, or L. State color number-name: 80 gray; 15 ivory.

M. A strong silhouette for instant impact. Topper of wool and nylon with acetate taffeta lining. Stand-up collar. Draped front.Buttons at shoulder with detachable fling scarf. Batwing sleeves with turnback cuffs. Welt pockets. Dry clean. On a hanger.

Junior/Misses Sizes (about 36 in. long): S(5/6-7/8), M(9/10-11/12), L(13/14-15/16). State S, M or L.

State color number-name: 03 red; 82 black.

RJ 266-3680 D—Del. wt. 3.75 lbs. 150.00







B. The longer skirt is making news. Of

C. Sumptuous silk, sleekly styled in the jewel-necked blouse. Pullover with button at back keyhole. Flanged shoulders. Full sleeves with deep armholes taper to button closing. From the Far East. Dry clean only. Del. wt. 0.50 lb. On a hanger. Colors: 15 ivory; 49 rust; 82 black. State color number-and-name. Misses Sizes: 6, 8, 10, 12, 14, 16.

E. Generous pleats give an easy grace to the trousers. Of polyester-and-wool gabardine. Stitched-down triple front pleats. Fly front with zipper-and-button. Side-seam pockets. Straight legs. Machine wash, tumble dry. Del. wt. 1.40 lbs. On a hanger.
Colors: 58 cinnamon; 82 black. State color number-and-name.
Misses Sizes (fit 5 ft. 3½ in. to 5 ft. 7½ in.). 6, 8, 10, 12, 14, 16. State

Jewelry from Nature

The genuine stone necklace.





Safari dressing has never looked better. Shirtdress of woven polyester-and-rayon. Notched collar. Bodice pockets with flaps. Dropped padded shoulders with epaulettes, deep armholes. Button cuffs. Concealed full button front. Elasticized waist and belt. In ginger. Machine wash, tumble dry. Del. wt. 1 lb. On a hanger.

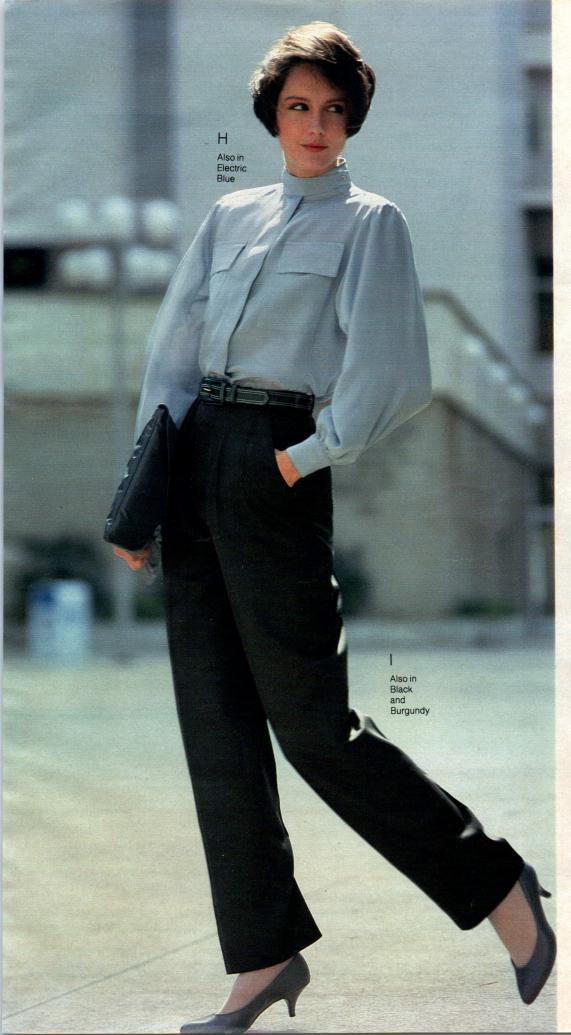
E. Classic revival of a versatile favorite. Jumper of woven polyester. Notched collar and wide lapels. Bodice pocket. Double-breasted button front. Waist is fitted with darts. Snakeskin-textured pull-through belt. Side-seam pockets. In brown/black plaid. Machine wash, tumble dry. Del. wt. 0.90 lb. On a hanger. (Blouse sold on page 99.)

Petite Misses Sizes (fit 4 ft. 11 in. to 5 ft. 3 in.): 4, 6, 8, 10, 12, 14. State size.

.....49.00







H. Pure silk for the softly tailored blouse.

Stand-up collar with extended taband-button. Concealed button front.
Bodice pockets with flaps. Full sleeves with deep armholes, button cuffs. Straight bottom. Imported from the Far East. Dry clean. Del. wt. 0.50 lb. On a hanger.

Misses Sizes: 6, 8, 10, 12, 14, 16. State size.

I. Fine details distinguish the menswear-tailored pants. Of 100% worsted wool gabardine. Curtain waistband. Pressed-open seams with finished edges. Fly front with zipper, hook and tab-with-button. Belt loops. Front pleats, pockets. Back pocket with button. Straight legs. Imported from China. Dry clean. Del. wt. 1.40 lbs.

Misses Sizes (fit 5 ft. 3½ in. to 5 ft. 7½ in.): 6.8, 10, 12, 14, 16. State size.

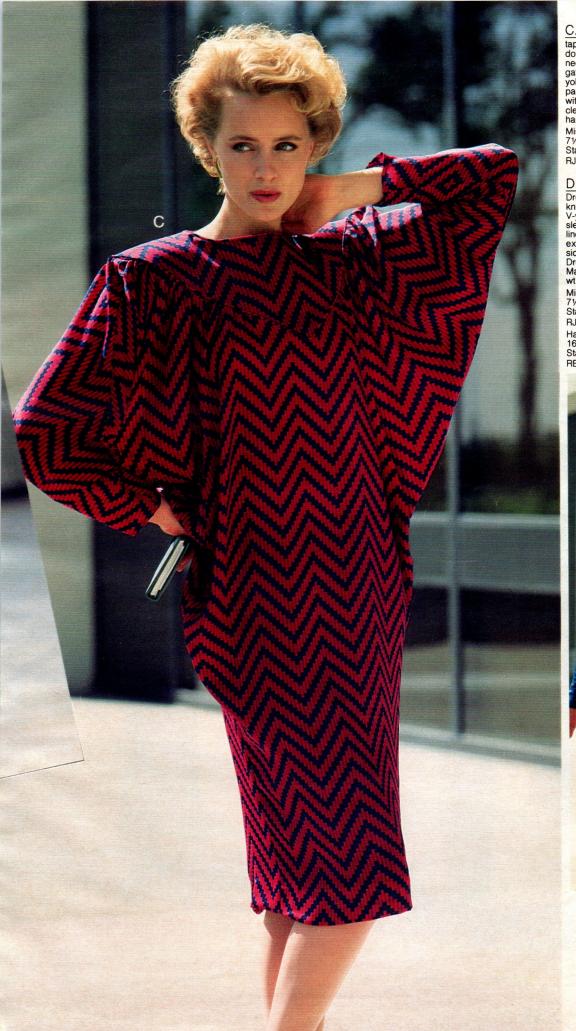
Shoes sold on page 247

G

Blouse from our cover.

JCPenney 15





C. Elegance takes shape in a tapered dress. Oversized wedge of dobby-weave polyester. Round neckline with piping trim. Softly gathered from front and back Vyokes. Push-up batwing sleeves, padded shoulders. Narrow bottom with back slit. In navy/burgundy. Dry clean. Del. wt. 0.50 lb. On a hanger.

Misses Sizes (fit 5 ft. 3½ in. to 5 ft. 7½ in.): 6, 8, 10, 12, 14, 16.

D. Warm layers with a new ease. Dress and vest of polyester-and-wool knit. Dress has cowl neckline, front V-yoke, dropped shoulders, tapered sleeves. No waist—simple, straight lines. Side-seam pockets. Vest has extended shoulders, deep armholes, side-seam pockets—tapers at hip. Dress in navy, vest in burgundy. Machine wash, tumble dry. Del. wt. 1.20 lbs. On a hanger.

Misses Sizes (fit 5 ft. 3½ in. to 5 ft. 7½ in.): 6, 8, 10, 12, 14, 16, 18. State size.

State size.

RJ 213-5721 B 98.00 Half Sizes (fit 4 ft. 11 in. to 5 ft. 3 in.): 16½, 18½, 20½, 22½, 24½. State size.

RE 213-5986 B..... 104.00







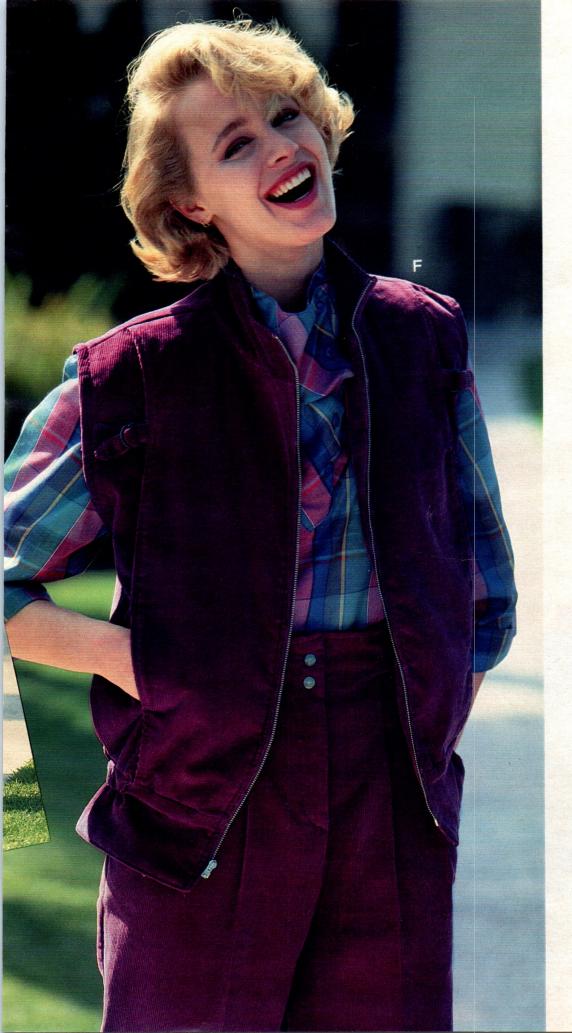
D & E. Cuffs at the ankle give a fresh look to tailored trousers. Of woven polyester-and-wool. Fly front with zipper-tab-and-button. Front pleats, pockets. Ankle-length straight legs. Dry clean. Del. wt. 1.40 lbs.

RF 284-9149 B......32.00

RF 284-9107 B...... 32.00

F. The oxford update: a new version of the classic shirt in woven cotton-and-polyester. Concealed button front. Front pockets under yoke flap. Deep, gussetted armholes. Gathered at dropped shoulders and back yoke. Shirttail bottom. Machine wash, tumble dry. Del. wt. 0.50 lb. Colors: 80 gray; 35 blue; 01 pink. State color number-and-name. Misses Sizes: 8, 10, 12, 14, 16, 18. State size, color above. 21.00 RJ 282-0678 D Tall Misses Sizes: 10, 12, 14, 16, 18, 20. State size, color above. RF 282-0686 D......22.00





A. A relaxed, easy shape to top off a great look—the plaid pullover of woven polyester-and-cotton. Buttons at deep cowl neckline and front yoke. Roll-up sleeves, shiritail bottom. In a multicolor yarn-dyed plaid. Machine wash, tumble dry. Delivery weight 0.50 lb. Junior/Misses Sizes: 5/6, 7/8, 9/10, 11/12, 13/14, 15/16. State size. RJ 272-6701 B.................................. 20.00

- D. Intricately patterned, richly colored—the sweater vest of acrylic-wool-and-polyester knit. Ribbed crewneck, armholes, and bottom. In a tweedy tonal pattern with multicolor front design. Imported from the Far East. Machine wash, tumble dry. Delivery weight 0.60 lb.

Earrings sold on page 100. Watch, page 52. Socks, page 55. Shoes, pages 95,167

coats that get noticed

A. Officer's-Style Coat. Of a wool-and-nylon blend. Lined in acetate satin. Notched collar. Double-breasted, gold-tone button front. Shoulder epaulets. Back belt with button trim. Tab pockets. Dry clean only. On a hanger. Colors: 03 red; 37 navy. State color number-and-name.

Petite Junior/Misses Sizes (fit 4 ft. 11 in. to 5 ft. 3½ in.): 5/6, 7/8, 9/10, 11/12, 13/14, 15/16. State size, color above.

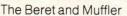
Junior/Misses Sizes (fit 5 ft. 3½ in. to 5 ft. 7½ in.): 5/6, 7/8, 9/10, 11/12, 13/14, 15/16. State size, color above. R 263-9292 D

B. Coat with Flanged Shoulders. Of a wool-and-nylon blend, Lined in

a wool-and-nylon blend. Lined in acetate. Stand-up collar. Offcenter, hidden button-placket front. Welt pockets. Dry clean only. On a hanger.

Junior/Misses Sizes (fit 5 ft. 3½ in. to 5 ft. 7½ in.): 5/6, 7/8, 9/10, 11/12, 13/14, 15/16. State size. Colors: 36 electric blue: 65 taupe. State color number-and-name.





Beret of 100% wool. Contrast trim. One size fits most. Dry clean only.
Colors: 37 navy/white; 03 red/white. State color number-and-name.
R 107-3071 C—Del. wt. 0.20 lb.....





C. Oversized, Tweed Coat. Of a wool-and-nylon blend. Lined in acetate taffeta. Notched collar. Button front. Raglan sleeves. Cuffs have taband-button trim. Tab pockets. Dry clean only. On a hanger. Colors: 56 camel; 76 gray. State color number-and-name.



Earrings, Gloves, page 8. Shoes, page 4



choices for fall



pleat. Two-button, belted back. Tab pockets. Dry clean only. On a hanger. Colors: 80 gray; 56 camel. State color number-and-name. Petite Misses Sizes (fit 4 ft. 11 in. to 5 ft. 3 in.): 6, 8, 10, 12, 14, 16. State size, Misses Sizes (fit 5 ft. 31/2 in. to 5 ft. 71/2 in.): 8, 10, 12, 14, 16. State size, color. Misses Sizes (fit 5 ft. 31/2 in. to 5 ft. 71/2 in.): 18, 20. State size, color. RH 263-9268 D—Del.wt. 3 lbs. Half Sizes (fit 4 ft. 11 in. to 5 ft. 31/2 in.): 141/2, 161/2, 181/2, 201/2, 221/2, 241/2. State size, color above. Earrings, pages 100, 203. Stock tie, page 179.

Inverted back pleat. Contrast piping on slash pockets. Dry clean. On a hanger. Colors: 82 black/blue; 65 taupe/black. State color number-and-name. Petite Misses Sizes (fit 4 ft. 11 in. to 5 ft. 3 in.): 6, 8, 10, 12, 14, 16. State size. ET 263-9219 D-Del.wt. 3 lbs...... Misses Sizes (fit 5 ft. 31/2 in. to 5 ft. 71/2 in.): 8, 10, 12, 14, 16. State size, color. Misses Sizes (fit 5 ft. 31/2 in. to 5 ft. 71/2 in.): 18, 20. State size, color. 99.00 RH 263-9227 D—Del.wt. 3 lbs. Halfs (fit 4 ft. 11 in. to 5 ft. 3 in.): 141/2, 161/2, 181/2, 201/2, 221/2, 241/2. State size. Women's Sizes (fit 5 ft. 31/2 in. to 5 ft. 71/2 in.): 38, 40, 42, 44, 46, 48. State size. The Fedora. Of wool felt. Pleated band. One size fits most.

Colors: 82 black; 65 taupe; 80 gray. State color number-and-name.

easy favorites

Women's Sizes (about 32 in. long): 36, 38, 40, 42, 44, 46. State size. RE 266-3649 B—Del. wt. 3 lbs......89.00





B. Two-Tone Pantcoat. Of a wool-and-nylon blend bonded to acetate tricot. Lined in acetate taffeta. Mandarin collar. Double-breasted, button front. Shoulder yokes. Gathered from set-in, puff sleeves. Pleated sleeve bottoms. Welt pockets. Dry clean only. On a hanger.

Colors: 03 red/black; 82 black/blue. State color number-and-name.

Misses Sizes (about 32 in. long): 8, 10, 12,

RE 266-3763 D-Del. wt. 3 lbs......99.00

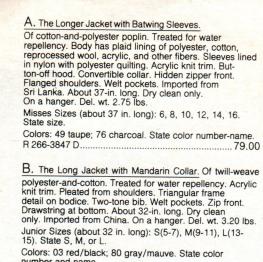
Of Course You Can Charge It— See Page 839

C. Topper with Batwing Sleeves. Of a wool-

and-nylon blend bonded to acetate. Lined in

and any official bottled to acetate. Effect and acetate taffeta. Mandarin collar. Button front and cuffs. Front and back flanged pleats. Trapunto-stitching accents. Side-slit pockets. Dry clean only. On a hanger. Colors: 36 electric blue; 03 red. State color number-and-name.





number-and-name. R 266-3656 D........ Earrings, page 100





weather wise



C. The Reversible Cape. Solid-color side of cotton-and-polyester poplin. Treated for water repellency. Plaid side of cotton, polyester, recycled wool, acrylic, and nylon. Acrylic knit trim on both sides. Button-off hood. Hidden zipper front. Side-button closures. Solid-color side has welt pockets; plaid side has round, patch pockets. Dry clean only. Imported from Hong Kong. On a hanger. Del. wt. 1.75 lbs.

